

ABSTRACT OF THE DISCLOSURE

An apparatus for selling a ticket and/or a ticket option, including a memory device which stores information regarding a ticket or a ticket option for a remaining portion of an event, a processor which processes a ticket request or a ticket option request for a ticket or a ticket option for a remaining portion of an event, wherein the processor processes the ticket request or ticket option request in conjunction with the information stored in the memory device, wherein the processor generates a ticket availability message or a ticket option availability message, and a transmitter which transmits the ticket availability message or the ticket option availability message to a communication device associated with a user.